

**DIRECTORATE FOR SCIENCE, TECHNOLOGY AND INDUSTRY
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Working Party on Indicators for the Information Society

**INFORMATION ECONOMY PRODUCT DEFINITIONS BASED ON THE CENTRAL PRODUCT
CLASSIFICATION (VERSION 2)**

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This is a revised version of the draft paper circulated to the 12th Session of the Working Party on Indicators for the Information Society (WPIIS), held on 29-30 April 2008. It takes into account the comments received from the WPIIS Delegates and the finalisation of the Central Product Classification (Version 2) by the United Nations Statistical Division (UNSD).

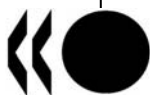
The paper presents a proposal for the definition of information economy (IE) products developed by the WPIIS Classifications Expert Group. The IE product definitions are complementary to the IE sectoral (industry) definitions released by the WPIIS in 2007.

The proposal includes two IE product definitions: ICT products and Content and media products, each definition being a subset of the Central Product Classification (Version 2).

The paper is presented to the ICCP Committee for declassification.

Contact: Vincenzo Spiezia, OECD, vincenzo.spiezia@oecd.org; Sheridan Roberts, consultant to OECD, sheridanroberts@hotmail.com

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INFORMATION ECONOMY PRODUCT DEFINITIONS BASED ON THE CENTRAL PRODUCT CLASSIFICATION (VERSION 2)

Introduction

1. Product classifications are used by statistical offices and others for a number of measurement purposes. These include measurement of product usage, current and capital expenditure on products, domestic production, and trade in goods and services. They are therefore an important element of a set of statistical standards, with Information Economy (IE) standards no exception.¹

2. This paper presents a proposal for the definition of information economy (IE) products developed by the WPIIS Classifications Expert Group. The product definitions complement the IE sector definitions that were released in early 2007.² The latter are based on the 2007 revision of the UNSD's International Standard Industrial Classification of All Economic Activities (ISIC Rev. 4).

3. The proposal includes two IE product definitions,³ *ICT products* and *Content and media products*. Each definition is a subset of the Central Product Classification (Version 2) developed by the United Nations Statistical Division (UNSD) and both are expressed in terms of 5-digit sub-classes of the CPC.

Brief history

4. Figure 1 provides a diagrammatic representation of the information economy definitions produced by WPIIS over time. More information on the history and concepts underlying development of the IE sector and product definitions can be found in the OECD *Guide to Measuring the Information Society*.⁴

5. The first statistical standard produced by the WPIIS⁵ was an industry-based definition of the ICT sector. It was released in 1998 and revised slightly in 2002, following the release of ISIC Rev. 3.1.

6. It was not until 2003 that the first product definition appeared. It was for ICT goods and was based on the 2002 version of the Harmonized System (HS) used for trade statistics. Discussion about an ICT services definition started around the same time and resulted in the release of a definition in 2007, based on a draft version of the CPC Ver. 2.⁶

1. The term "product" is used to mean both goods and services.

2. DSTI/ICCP/IIS(2006)2/FINAL.

3. The terms "definition" and "classification" are often used interchangeably in reference to lists of information economy industries and products. The term "definition" is generally used in this paper.

4. Chapter 2 (ICT products), Chapter 4 (ICT supply) and Chapter 7 (Content and media) plus relevant annexes. See www.oecd.org/sti/measuring-infoeconomy/guide.

5. At that time, the *Ad Hoc Meeting on Indicators for the Information Society of the ICCP Statistical Panel*.

6. The definition was the result of a long process, whereby WPIIS proposed a set of ICT services to the UNSD for incorporation into the 2007 revision of the CPC. This was achieved in large part and delegates agreed to present the ICT services definition to the ICCP's October 2006 meeting with a recommendation for declassification. The document was finally released in March 2007 as DSTI/ICCP/IIS(2006)11/FINAL.

7. Discussion about the definition of a “content” sector and its products began in 1998 but was not resolved until the recognition by the North American Industry Classification System (NAICS) and ISIC (Rev. 4) of “information” and related industries as a major industrial sector.⁷

8. With the details of the revisions of the ISIC and CPC becoming clearer, the revision and development of industry and product definitions were a major focus of the May 2006 WPIIS meeting.

Figure 1. OECD information economy sectoral and product definitions

Year	Sectoral definitions	Product definitions
1998	First ICT sector definition (based on ISIC Rev. 3)	
2002	Revised ICT sector definition (based on ISIC Rev. 3.1)	
2003		First ICT goods definition (based on HS 1996/2002)
2007	Second ICT sector definition (based on a late draft of ISIC Rev. 4)	First Content and media sector def. (based on a late draft of ISIC Rev. 4)
		First ICT services definition (based on an early draft of CPC Ver. 2)
2008		First Content and media product def. (based on a late draft of CPC Ver. 2)
		Revisions to 2007 ICT services (based on a late draft of CPC Ver. 2)
		Second ICT goods definition (based on a late draft of CPC Ver. 2)
		ICT product definition ⁸
		Information economy product definitions

9. Proposals were outlined in the following documents:

- ICT Goods Classification Review 2006 [DSTI/ICCP/IIS(2006)1];
- Information and Communication Technology Services [DSTI/ICCP/IIS(2006)11]; and
- The OECD Sector Definition Review – Revision based on ISIC Rev. 4 [DSTI/ICCP/IIS(2006)2].

7. NAICS 2002 included an Information sector (51) in its structure, NAICS 2007 has an Information and Cultural Industries sector (51) and ISIC Rev. 4 has an Information and communication section (Section J). Other regional and national classifications have followed suit, including NACE (the classification used by the European Union) and the national classifications of Japan and Australia-New Zealand.

8. A split between ICT goods and services is shown in this diagram for comparative purposes. However, there is no actual split in the ICT product definition.

10. Following discussion of the papers mentioned above, delegates at the 2006 meeting of the WPIIS gave a mandate to a group of volunteer experts to resolve outstanding issues and finalise a proposal for the sectoral and ICT goods definitions.

11. The 2007 meeting of the WPIIS received an update on progress of the definitions work and endorsed continued work on the product definitions.

12. The revision process and the composition of the expert group are detailed in Annex 1.

Guiding principles

13. The guiding principles used to identify ICT and Content and media products can be found in Annexes 2 and 3 respectively. They are adapted from the guiding principles agreed for the sectoral definitions.

14. In respect of the principles used to determine the products lists, the assumption was made that products of the IE sector should be included, and that products that are not output of the IE sector should be excluded, unless there is a compelling case for their exclusion/inclusion respectively.

15. Members of the expert group were amenable to taking a majority approach to reach agreement. A product was included where a strong majority view prevailed, irrespective of the corresponding industry. Where the majority was not so clear, other considerations were taken into account.

ICT products

16. The specific issues which arose during the expert group's deliberations on the ICT products list and their resolution are discussed in Annex 2.

17. The main features of the ICT product definition can be summarised as follows:

- All but four products that are products of one or more ICT manufacturing industries (and have no links to non-ICT industries) are included in the proposed ICT products list. The exclusions have strong majority support and are electrical capacitors, resistors and their parts.
- Two goods that are not products of an ICT manufacturing industry have been included based on strong majority support and/or consistency with other inclusions. They are *Digital cameras* and *Other recording media, including matrices and masters for the production of disks*.
- Some changes have been made to the ICT services definition that was released in 2007. They arise mainly through changes to the CPC and further developments in splitting ICT services and content.
- All of the products of ICT services industries are in either the ICT services or the Content and media products list.
- Several ICT services were included in the Content and media products list because the expert group considered that they are more similar to content than ICT. Details can be found in the discussion of Content and media products in Annex 3.

- A small number of services that are not output of ICT industries are included in the ICT products list. They are: three *Leasing or rental services* products, *Business process management services*, *Engineering services for telecommunications and broadcasting projects* and two *Installation services* products.
- The ICT product definition does not have a specific goods/services split (though, for trade statistics purposes, it is clear which products are goods).

18. The broad level categories and the number of CPC sub-classes in each are shown in Table 1 below. There are 10 broad categories and 99 products. The complete definition can be found at Annex 2.

Table 1. Broad level categories proposed for ICT products

Broad level categories	Number of CPC sub-classes (products)
Computers and peripheral equipment	19
Communication equipment	8
Consumer electronic equipment	11
Miscellaneous ICT components and goods	14
Manufacturing services for ICT equipment	5
Business and productivity software and licensing services	11
Information technology consultancy and services	10
Telecommunications services	12
Leasing or rental services for ICT equipment	3
Other ICT services	6
Total	99

Content and media products

19. The specific issues that arose during the expert group's deliberations on the Content and media products list and their resolution are discussed in Annex 3.

20. The main features of the Content and media products definition can be summarised as follows:

- All but two of the products of the Content and media sector are included in the list. The first exception has strong majority support from the expert group and is *Unused postage, revenue or similar stamps; stamp-impressed paper; cheque forms; banknotes, stock, share or bond certificates and similar documents of title*. A late addition to products of the content sector⁹ is the product *Postage or revenue stamps, stamp-postmarks, first-day covers, postal stationery (stamped paper) and the like; collections and collectors' pieces of zoological, botanical, mineralogical, anatomical, historical, ethnographic or numismatic interest; antiques*. This was also excluded following consultation with the expert group.
- Four products of the ICT sector are included in the Content and media products list, with the strong agreement of expert group members. They are: the three games software products (38582,

9. Resulting from a change to the CPC-ISIC link in the CPC version of September 2008; the change moved the product to ISIC class 5819, which is in the Content and media sector.

47822 and 84391) of ISIC class 5820 (Software publishing) and the *Web portals* industry product, *Web search portal content*.

- Four products that are not from the Content and media (nor ICT) sector are included in the Content and media products list based on majority support and consistency arguments. They are: *Full service advertising* and *Purchase or sale of advertising space or time, on commission* (both products of 7310, Advertising), *Advertising and related photography services*, which is a product of 7420 (Photographic activities) and *Original works of authors, composers and other artists except performing artists, painters and sculptors* (a product of 9000, Creative arts and entertainment activities).

21. There are 74 Content and media products in the list and six broad level categories as shown in Table 2 below. The complete definition can be found at Annex 3.

Table 2. Broad level categories proposed for Content and media products

Broad level categories	Number of CPC sub-classes (products)
Printed and other text-based content on physical media, and related services	19
Motion picture, video, television and radio content, and related services	24
Music content and related services	5
Games software	3
On-line content and related services	12
Other content and related services	11
Total	74

Implementation

22. It is likely to be several years before the collection and publishing of statistics on the basis of the CPC Ver. 2 (or national equivalents) is widespread. Therefore, the product definitions will have limited applicability for some time, with the exception of their use for trade statistics.¹⁰ A correspondence between the goods component of the ICT product definition and the 2007 HS is expected to be prepared shortly, thus providing countries with a revised classification for measuring trade in ICT goods.

Recommendation

23. The WPIIS recommends that:

- The ICCP Committee approves the proposed ICT and Content and media product definitions presented in this paper. It is hoped that the adoption of the definitions will stimulate statistical activity and thus provide a source of feedback for ongoing revision (of both the sectoral and product definitions).
- The OECD forwards the proposal to the UNSD for inclusion as an “alternative view” aggregation in the CPC Ver. 2.¹¹

10. It is expected that member countries will adopt the 2007 version of the Harmonized System before they adopt the CPC (or their national equivalent) for other statistics.

11. Analogous to the alternative views for the ICT and Content and media sectors that appear in ISIC Rev. 4. Depending on timing, the IE product definition may only appear in the online version of the CPC.

ANNEX 1

THE REVISION PROCESS

The Classifications Expert Group

24. In 2006, the WPIIS gave a mandate to a group of volunteer experts to finalise a proposal for the sectoral and ICT goods definitions.

25. The group of volunteers became the Classifications Expert Group and was chaired by Daniel April (Canada), vice chair of WPIIS. The members were: Marc Aufrant (France), Yves Froidevaux (Switzerland), Troels Burchall Henningsen (Denmark), Jeong-Eon Kim (Korea), Martin Mana (OECD), Ron McKenzie (New Zealand), John Burns Murphy (United States), Lea Parjo (Finland), Sheridan Roberts and Sid De (Australia). In its deliberations, the group considered comments received from WPIIS delegates and Eurostat. The latter submitted its conclusion based on deliberations of its Working Group on ICT sector statistics and on a wide consultation of European countries.

26. A similar process was adopted for development of the product definitions, with some exceptions. Daniel April initially co-ordinated the work of the expert group then handed the task over to Sheridan Roberts, a consultant to the OECD. Following his return to the Czech Republic after working with the OECD Secretariat, during 2006, Martin Mana remained in the expert group but as a delegate for the Czech Republic, which joined the group. Denmark and France left the group and, while Eurostat retained its interest in the work of the expert group, it was not a formal member for purposes of the products task. Individual members of the expert group changed only slightly, with Celia Quiatchon joining the Australian team and Sheridan Roberts leaving it.

Broad issues and principles

27. As far as possible, categories included in the product definitions were based on the industries included in the sector definitions. Therefore, given the earlier agreement on sector definitions, a number of potential issues were already resolved.

28. However, other issues arose, including:

- Revisions to the ICT services list, for which a definition had been released early in 2007.
- Whether products that were not products of industries in the agreed IE sector definitions should be considered for inclusion.
- The allocation of a small number of ICT sector products to Content and media, rather than ICT.
- Interpretation of the Content and media sector guiding principle as it applies to “related media activities”; and
- Concurrent changes to the Central Product Classification (and the links of individual products to ISIC Rev. 4 classes) as the draft product definitions evolved.

29. Three rounds of consultation were needed to resolve these and other more specific issues.¹² The first started at the end of 2006 and was facilitated by Martin Mana, then working for the OECD. The second and third were facilitated by Sheridan Roberts and built on the earlier work, including responses of members of the expert group. The second round presented a greater number of products for consideration and incorporated several updates to the CPC since the first round. The products presented to the expert group for consideration were all of the products of the IE sectors as well as a small number of products of industries that are not in the IE sector but might qualify under the guiding principles used to determine IE products. The products were arranged by industry, with multiple industry and out-of-industry products shown separately.

30. At the outset, the assumption was made that products of the IE sector should be included, and that products that are not outputs of the IE sector should be excluded, unless there is a compelling case for their exclusion/inclusion respectively (for instance, strong compliance with the relevant guiding principle or consistency considerations within the definition¹³). Members of the expert group also had particular views on the principles to be adopted. For instance, Finland suggested that the group try to avoid including borderline cases and the United States argued strongly that the products lists should be closely linked to the industries included in the IE sectors. Offsetting the United States argument is the benefit of using the greater level of detail of the CPC, compared with the ISIC, to include all relevant products (and to assign products to the more appropriate IE definition irrespective of their corresponding industry).

31. Members of the expert group were amenable to taking a majority approach to reach agreement. A product was included where a strong majority view prevailed, irrespective of the corresponding industry. Where the majority was not so clear, other considerations were taken into account.

12. A number of changes to ISIC links appeared in the CPC version of September 2008. In addition to the three consultation rounds referred to here, the expert group was consulted on a small number of those changes.

13. Such as the inclusion of some “content originals”, which are not products of the Content and media sector.

ANNEX 2

ICT PRODUCTS

32. The following guiding principle is used to identify ICT products (it is adapted from the agreed guiding principle for the ICT sector):

ICT products must primarily be intended to fulfil or enable the function of information processing and communication by electronic means, including transmission and display.

33. The specific issues which arose during the expert group's deliberations on the ICT products list and their resolution were as follows:

- ICT manufacturing services (where physical inputs are owned by others). These are shown as products of the relevant ICT manufacturing industries. The question of whether such services are ICT goods or services was debated but the issue was effectively resolved by including the five ICT manufacturing services sub-classes in a broad category (Manufacturing services for ICT equipment) within the ICT product definition (that is, not splitting the ICT products list into ICT goods and ICT services).
- Burglar or fire alarms and similar apparatus. There was some debate on the inclusion or exclusion of this product. It was ultimately included because it is a product of the ICT sector.
- A number of goods were proposed as ICT products even though they are not products of the ICT sector or they correspond with both ICT and non-ICT industries. These products were debated by the expert group and most were ultimately excluded. The excluded products are the electrical apparatus product, 46212, and co-axial and optical fibre cables (46320 and 46360 respectively). Two out-of-industry products were included in the list based on strong majority support. They are *Digital cameras* and *Other recording media, including matrices and masters for the production of disks*.
- Four products of ICT manufacturing industries were excluded from the proposed ICT products list. The exclusions have strong majority support and are electrical capacitors, resistors and their parts.
- ICT installation services. *Installation services of personal computers and peripheral equipment* is a product of the ICT sector but was not included in the released ICT services list. The expert group agreed to include it in the ICT product definition, along with other installation services sub-classes (two products covering installation services for mainframe computers and radio, television and communications equipment) for consistency, even though these are not products of the ICT sector.
- *Maintenance and repair services of computers and peripheral equipment* (87130) was included in the original ICT services definition but the related product *Maintenance and repair services of telecommunication equipment and apparatus* (87153) was not. Both are products of the ICT

sector and the expert group agreed that they should both be in the ICT products list. The group was divided on whether to include 87155 *Maintenance and repair services of consumer electronics*, a product of ISIC class 9521 that was excluded from the ICT sector for largely pragmatic reasons. It was ultimately agreed to exclude it from the product definition given that it is an out-of-industry product and there was not strong support for its inclusion.

- ICT leasing or rental services (sub-classes 73123, 73124, 73125 and 73210). There are no corresponding industries in the ICT sector definition. However, 73123 and 73124 were included in the original ICT services definition. The inclusion of 73123 (*Leasing or rental services concerning office machinery and equipment (excl. computers) without operator*) was reviewed by the expert group and it was excluded from ICT products because it was considered too broad. However, two other leasing or rental services sub-classes were included (telecommunications equipment without operator – 73125, and various consumer electronic products – 73210).
- The expert group agreed to include *Engineering services for telecommunications and broadcasting projects* (83325) in the ICT products list (it is not a product of the ICT sector, nor was it included in the original ICT services definition).
- There are several wholesale trade services sub-classes in the CPC that relate to ICT and Content and media products. None of these are included in the IE product definitions for the following reasons: the value of wholesale trade services will generally be included in the value of goods transactions; and it is likely that, statistically, wholesale trade services are not distinguishable by type. Retail trade services are excluded as well, in this case because retail trade industries are specifically excluded from the sectoral definitions.

34. The ICT products definition consists of 10 broad categories and 99 products. Its main features are summarised in the body of this paper, while the complete list is shown in Table 3.

Table 3. ICT products

CPC Ver. 2 sub-class	ISIC Rev. 4 class	Product description (CPC sub-class title)
Computers and peripheral equipment		
45142	2620	Point-of-sale terminals, ATMs and similar machines
45221	2620	Portable automatic data processing machines weighing not more than 10 kg, such as laptop and notebook computers
45222	2620	Personal digital assistants and similar computers
45230	2620	Automatic data processing machines, comprising in the same housing at least a central processing unit and an input and output unit, whether or not combined
45240	2620	Automatic data processing machines presented in the form of systems
45250	2620	Other automatic data processing machines whether or not containing in the same housing one or two of the following types of units: storage units, input units, output units
45261	2620	Input peripherals (keyboard, joystick, mouse etc.)
45262	2620	Scanners (except combination of printer, scanner, copier and/or fax)
45263	2620	Inkjet printers used with data processing machines

CPC Ver. 2 sub-class	ISIC Rev. 4 class	Product description (CPC sub-class title)
Computers and peripheral equipment (continued)		
45264	2620	Laser printers used with data processing machines
45265	2620	Other printers used with data processing machines
45266	2620	Units performing two or more of the following functions: printing, scanning, copying, faxing
45269	2620	Other input or output peripheral devices
45271	2620	Fixed media storage units
45272	2620	Removable media storage units
45289	2620	Other units of automatic data processing machines
45290	2620	Parts and accessories of computing machines
47315	2620	Monitors and projectors, principally used in an automatic data processing system
47550	2620	Solid-state non-volatile storage devices
Communication equipment		
46921	2630	Burglar or fire alarms and similar apparatus
47211	2630	Transmission apparatus incorporating reception apparatus
47212	2630	Transmission apparatus not incorporating reception apparatus
47213	2630	Television cameras
47221	2630	Line telephone sets with cordless handsets
47222	2630	Telephones for cellular networks or for other wireless networks
47223	2610, 2630	Other telephone sets and apparatus for transmission or reception of voice, images or other data, including apparatus for communication in a wired or wireless network (such as a local or wide area network)
47401	2630	Parts for the goods of subclasses 47221 to 47223
Consumer electronic equipment		
38581	2640	Video game consoles
47214	2640	Video camera recorders
47215	2670	Digital cameras
47311	2640	Radio broadcast receivers (except of a kind used in motor vehicles), whether or not combined with sound recording or reproducing apparatus or a clock
47312	2640	Radio broadcast receivers not capable of operating without an external source of power, of a kind used in motor vehicles
47313	2640	Television receivers, whether or not combined with radio-broadcast receivers or sound or video recording or reproducing apparatus
47314	2640	Monitors and projectors, not incorporating television reception apparatus and not principally used in an automatic data processing system
47321	2640	Sound recording or reproducing apparatus
47323	2640	Video recording or reproducing apparatus
47330	2640	Microphones and stands therefor; loudspeakers; headphones, earphones and combined microphone/speaker sets; audio-frequency electric amplifiers; electric sound amplifier sets
47402	2640	Parts for the goods of subclasses 47321, 47323 and 47330

CPC Ver. 2 sub-class	ISIC Rev. 4 class	Product description (CPC sub-class title)
Miscellaneous ICT components and goods		
45281	2610	Sound, video, network and similar cards for automatic data processing machines
47130	2610	Printed circuits
47140	2610	Thermionic, cold cathode or photo-cathode valves and tubes (including cathode ray tubes)
47150	2610	Diodes, transistors and similar semi-conductor devices; photosensitive semi-conductor devices; light emitting diodes; mounted piezo-electric crystals
47160	2610	Electronic integrated circuits
47173	2610	Parts for the goods of subclasses 47140 to 47160
47403	2630, 2640, 2651	Parts for the goods of subclasses 47211 to 47213, 47311 to 47315 and 48220
47530	2680	Magnetic media, not recorded, except cards with a magnetic stripe
47540	2680	Optical media, not recorded
47590	3290	Other recording media, including matrices and masters for the production of disks
47910	2680	Cards with a magnetic stripe
47920	2610	"Smart cards"
48315	2670	Liquid crystal devices n.e.c.; lasers, except laser diodes; other optical appliances and instruments n.e.c.
48354	2670	Parts and accessories for the goods of subclass 48315
Manufacturing services for ICT equipment		
88741	2610	Electronic component and board manufacturing services
88742	2620	Computer and peripheral equipment manufacturing services
88743	2630	Communication equipment manufacturing services
88744	2640	Consumer electronics manufacturing services
88749	2680	Magnetic and optical media manufacturing services
Business and productivity software and licensing services		
47811	5820	Operating systems, packaged
47812	5820	Network software, packaged
47813	5820	Database management software, packaged
47814	5820	Development tools and programming languages software, packaged
47821	5820	General business productivity and home use applications, packaged
47829	5820	Other application software, packaged
73311	5820	Licensing services for the right to use computer software
83143	5820	Software originals
84341	5820	System software downloads
84342	5820	Application software downloads
84392	5820	On-line software
Information technology consultancy and services		
83117	7020	Business process management services
83131	6202	IT consulting services
83132	6202	IT support services
83141	6202	IT design and development services for applications

CPC Ver. 2 sub-class	ISIC Rev. 4 class	Product description (CPC sub-class title)
Information technology consultancy and services (continued)		
83142	6202	IT design and development services for networks and systems
83151	6311	Website hosting services
83152	6311	Application service provisioning
83159	6311	Other hosting and IT infrastructure provisioning services
83161	6202	Network management services
83162	6202	Computer systems management services
Telecommunications services		
84110	6110, 6120	Carrier services
84121	6110	Fixed telephony services – access and use
84122	6110	Fixed telephony services – calling features
84131	6120, 6130	Mobile telecommunications services – access and use
84132	6120, 6130	Mobile telecommunications services – calling features
84140	6110, 6120, 6130, 6190	Private network services
84150	6110, 6120, 6130, 6190	Data transmission services
84190	6110, 6120, 6130, 6190	Other telecommunications services
84210	6110	Internet backbone services
84221	6110, 6120, 6130, 6190	Narrowband Internet access services
84222	6110, 6120, 6130, 6190	Broadband Internet access services
84290	6110, 6120, 6130, 6190	Other Internet telecommunications services
Leasing or rental services for ICT equipment		
73124	7730	Leasing or rental services concerning computers without operator
73125	7730	Leasing or rental services concerning telecommunications equipment without operator
73210	7729	Leasing or rental services concerning televisions, radios, video cassette recorders and related equipment and accessories
Other ICT services		
83325	7110	Engineering services for telecommunications and broadcasting projects
87130	9511	Maintenance and repair services of computers and peripheral equipment
87153	9512	Maintenance and repair services of telecommunication equipment and apparatus
87331	3320	Installation services of mainframe computers
87332	6209	Installation services of personal computers and peripheral equipment
87340	3320	Installation services of radio, television and communications equipment and apparatus

Note: The CPC codes, titles and ISIC links presented above are from the September 2008 version of the Central Product Classification (Ver. 2). In case of further changes to the CPC, the final official codes, titles and ISIC links will prevail.

ANNEX 3

CONTENT AND MEDIA PRODUCTS

35. The following guiding principle is used to identify Content and media products (adapted from the definition of content used to determine the Content and media sector):

Content corresponds to an organised message intended for human beings published in mass communication media and related media activities. The value of such a product to the consumer does not lie in its tangible qualities but in its information, educational, cultural or entertainment content.

36. The specific issues which arose during the expert group's deliberations on the Content and media products list and their resolution were as follows:

- The inclusion of ICT sector products in the Content and media products list. Four products of the ICT sector were included in the Content and media products list, with the strong agreement of expert group members. The three games software products (38582, 47822 and 84391) are products of ISIC class 5820 (Software publishing, 5820). The expert group agreed that such software is more similar to content than ICT. The ICT sector product, *Web search portal content* was included in the Content and media product list as it is considered to be a content, rather than ICT, product.
- The interpretation of “related media activity” in the guiding principle (see Annex 2). This covered products such as “sale of advertising space” and “licensing services”. Most are products of the Content and media sector (or both IE sectors) and were included in the definition. Others were included for consistency.
- Whether some of the products of 5819 *Other publishing activities* complied with the guiding principle, that is whether they are an “... organised message intended for human beings published in mass communication media ...”. Ultimately, all but two of these products were included. The exclusions have strong support from the expert group and are *Unused postage, revenue or similar stamps; stamp-impressed paper; cheque forms; banknotes, stock, share or bond certificates and similar documents of title and Postage or revenue stamps, stamp-postmarks, first-day covers, postal stationery (stamped paper) and the like; collections and collectors' pieces of zoological, botanical, mineralogical, anatomical, historical, ethnographic or numismatic interest; antiques.*
- *Leasing or rental services concerning video tapes and disks* (sub-class 73220). There is no corresponding industry in the Content and media sector and the group thought that the product is equivalent to a retail service so excluded it from the Content and media products list.
- Originals. There are several products in the CPC that can be described as “content originals”. These constitute the original source of “content” and most have been included. Those excluded

were not products of the content sector¹⁴ and were considered marginal by the expert group (the products: *Photographic plates, film, paper, paperboard and textiles, exposed but not developed, Photographic plates and film, exposed and developed, other than cinematographic film and Paintings, drawings and pastels; original engravings, prints and lithographs; original sculptures and statuary, in any material*).

- Wholesale and retail trade services relating to Content and media products were excluded. See the discussion under ICT product issues above.

37. The Content and media product definition consists of six broad level categories and 74 products. Its main features are summarised in the body of this paper while the complete list is provided in Table 4.

Table 4. Content and media products

CPC Ver. 2 sub-class	ISIC Rev. 4 class	Product description (CPC sub-class title)
Printed and other text-based content on physical media, and related services		
32210	5811	Educational textbooks, in print
32220	5811	General reference books, in print
32230	5812	Directories, in print
32291	5811	Professional, technical and scholarly books, in print
32292	5811	Children's books, in print
32299	5811	Other books n.e.c., in print
32300	5813	Newspapers and periodicals, daily, in print
32410	5813	General interest newspapers and periodicals, other than daily, in print
32420	5813	Business, professional or academic newspapers and periodicals, other than daily, in print
32490	5813	Other newspapers and periodicals, other than daily, in print
32511	5811	Maps and hydrographic or similar charts (including wall maps, topographical plans and maps for globes), printed, other than in book-form
32530	5819	Printed or illustrated postcards; printed cards bearing personal greetings or messages, with or without envelopes or trimmings
32540	5819	Printed pictures, designs and photographs
32620	5819	Trade advertising material, commercial catalogues and the like
32630	5819	Transfers (decalcomanias) and printed calendars
47691	5811	Audio books on disk, tape or other physical media
47692	5811, 5812, 5813	Text-based disks, tapes or other physical media
47699	5811	Other non-musical audio disks and tapes
83631	5812, 5813	Sale of advertising space in print media (except on commission)

14. Though one such product has been included, *Original works of authors, composers and other artists except performing artists, painters and sculptors*, a product of 9000.

CPC Ver. 2 sub-class	ISIC Rev. 4 class	Product description (CPC sub-class title)
Motion picture, video, television and radio content, and related services		
38950	5912	Motion picture film, exposed and developed, whether or not incorporating sound track or consisting only of sound track
47620	5911	Films and other video content on disks, tape or other physical media
83632	6010, 6020	Sale of TV/radio advertising time (except on commission)
84611	6010	Radio broadcast originals
84612	6020	Television broadcast originals
84621	6010	Radio channel programmes
84622	6020	Television channel programmes
84631	6010, 6020	Broadcasting services
84632	6010, 6020	Home programme distribution services, basic programming package
84633	6010, 6020	Home programme distribution services, discretionary programming package
84634	6010, 6020	Home programme distribution services, pay-per-view
96121	5911	Motion picture, videotape and television programme production services
96122	5920, 6010	Radio programme production services
96123	5911	Motion picture, videotape, television and radio programme originals
96131	5912	Audio-visual editing services
96132	5912	Transfers and duplication of masters services
96133	5912	Colour correction and digital restoration services
96134	5912	Visual effects services
96135	5912	Animation services
96136	5912	Captioning, titling and subtitling services
96137	5920	Sound editing and design services
96139	5912	Other post-production services
96140	5913	Motion picture, videotape, television and radio programme distribution services
96150	5914	Motion picture projection services
Music content and related services		
32520	5920	Music, printed or in manuscript
47610	5920	Musical audio disks, tapes or other physical media
96111	5920	Sound recording services
96112	5920	Live recording services
96113	5920	Sound recording originals

CPC Ver. 2 sub-class	ISIC Rev. 4 class	Product description (CPC sub-class title)
Games software		
38582	5820	Software for video game consoles
47822	5820	Computer game software, packaged
84391	5820	On-line games
On-line content and related services		
73312	5812	Licensing services for the right to use databases
83633	5813, 5819, 6312	Sale of Internet advertising space (except on commission)
84311	5811	On-line books
84312	5813	On-line newspapers and periodicals
84313	5812	On-line directories and mailing lists
84321	5920	Musical audio downloads
84322	5920	Streamed audio content
84331	5911	Films and other video downloads
84332	5911	Streamed video content
84393	5819	On-line adult content
84394	6312	Web search portal content
84399	5819	Other on-line content n.e.c.
Other content and related services		
73320	5811, 5911, 5912, 5920	Licensing services for the right to use entertainment, literary or artistic originals
83611	7310	Full service advertising
83620	7310	Purchase or sale of advertising space or time, on commission
83639	5811, 5812, 7310	Sale of other advertising space or time (except on commission)
83812	7420	Advertising and related photography services
83940	5812	Original compilations of facts/information
84410	6391	News agency services to newspapers and periodicals
84420	6391	News agency services to audio-visual media
85991	6399	Other information services
89110	58	Publishing, on a fee or contract basis
96330	9000	Original works of authors, composers and other artists except performing artists, painters and sculptors

Note: The CPC codes, titles and ISIC links presented above are from the September 2008 version of the Central Product Classification (Ver. 2). In case of further changes to the CPC, the final official codes, titles and ISIC links will prevail.